JOB FAIR PREPARATION

Southwest Tech Connections
What’s in it for you?

• Learn about employment/internship opportunities
• Grow your professional network
• Build confidence
• Interview with an employer if opportunity presents itself
• Secure a position that meets your career goals
5 Steps to Prepare

1. Research employers of interest.
2. Create/edit your résumé and business cards.
3. Dress professionally.
4. Create and practice your elevator pitch.
5. Follow up and expand your network.
Research the Employers

- Find out what employers are attending.
- Research individual employer websites to learn about the company and their needs.
- Tailor your resume to the employer and their vacant positions.
Résumé/Business Cards

- Everything should be critiqued and look professional
- Business cards are a great addition!
  - Microsoft Word Templates
  - Local office store
- Bring extra copies
Dress: Business Professional

- **Dress Tips for Men**
  - Suit: Small pinstripe or solid shades of dark color (gray, black, brown, navy)
  - Shirt: Conservative colors, collared and long sleeved
  - Shoes: Must match belt; well-polished, black or brown dress shoes
  - Tie: Solid, thin-striped or small geometric print; bottom of tie should meet the belt line
  - Accessories: Long, dark socks in a solid color that matches pants; no jewelry except a wedding band or watch

- **Dress Tips for Women**:
  - Suit: Small pinstripe or solid shades of a dark color (gray, black, brown, navy); if wearing a skirt it should be hemmed at or below the knee
  - Shirt: Conservative colors with long sleeves and conservative neckline
  - Shoes: Polished, closed toe shoes (watch the heels!)
  - Hosiery: Nylons if wearing skirt or dark socks that match pants
  - Accessories: Subtle makeup, neutral or no nail polish, well-kept hair away from face and limited jewelry
Dress: Business Professional

**BUSINESS PROFESSIONAL**
- Light button-up shirt
- Pressed suit
- Appropriate length skirt
- Polished, closed-toe shoes
- Natural looking makeup
- No bulky jewelry
- Appropriate length skirt

**BUSINESS CASUAL**
- Nice blouse
- Pressed suit
- portfolio
- Polished shoes

**BUSINESS PROFESSIONAL**
- Fresh haircut
- Clean shaven
- Appropriate tie
- Matching belt and shoes
- Pressed slacks

**BUSINESS CASUAL**
- Button-up shirt
- Clean shaven
- Appropriate tie

**What to wear?**

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.

*NOTE:* For interviews, always choose Business Professional attire.
What NOT to wear.

Have you ever made any of these non-professional fashion "flops?"
Use this guide to find out what's NOT appropriate to wear in any professional setting.
Don't be embarrassed by making any of these mistakes at your next Job Fair or interview.

- SUNGLASSES
- CASUAL SHIRT AND SHORTS
- UNPROFESSIONAL BAG
- UNPROFESSIONAL BRACELETS
- BACKPACKS
- OPEN-TOE SHOES
- LOOSE TIE
- ROLLED UP SLEEVES
- HOLEY JEANS
- HANDED IN POCKETS
- UNPROFESSIONAL SHOES
- LANYARDS
What About Accessories?

- Backpacks
- Water bottles
- Soda
- Cell phones
- Gum
- Hats

- Padfolio: YES!
Elevator Pitch

• Your name
• Your current program of study or career interest
• What are you looking to do in the field?
• What will you bring to the employer?
Elevator Speech Example

- Hi, my name is Jill Smith.
- I will graduate this May with an Associate Degree in Business Management.
- I am looking to secure a position with a local retail store as a store manager.
- I noticed you are looking for a department manager, what qualities do you look for in an employee?

Wait for it . . . (employer response and DISCUSSION)
Follow Up and Expand your Network

• Thank you e-mails or cards to employers
• Get connected with Social Media: LinkedIn, Twitter, Facebook

*Caution
Keep your social media sites professional:
Google Yourself!
Contact Career Connections

• Location: Across from Charley’s Student Center
• Email: careerconnections@swtc.edu
• Phone: 608-822-2333
References

- www.nwtc.edu/services/explorecareers
- www.google.com/images
- www.uwosh.edu/career